

**ABSTRACT**

An image of a first aspect ratio is modified to be displayed in a display area with a second aspect ratio. In doing so, the aspect ratio of some of the image content is approximately maintained, yet the aspect ratio of other areas of the image content is stretched so that the entire resulting image fills the display area. This may be done by either using texture mapping to map a strip of content (treated as a texture) into a strip of the destination image. It may also be done by modifying the image content to an intermediate image, which is then uniformly stretched to fill the intended aspect ratio. The areas of image content closest to one or more focus areas is approximately maintained, while other areas are allowed more distortion.